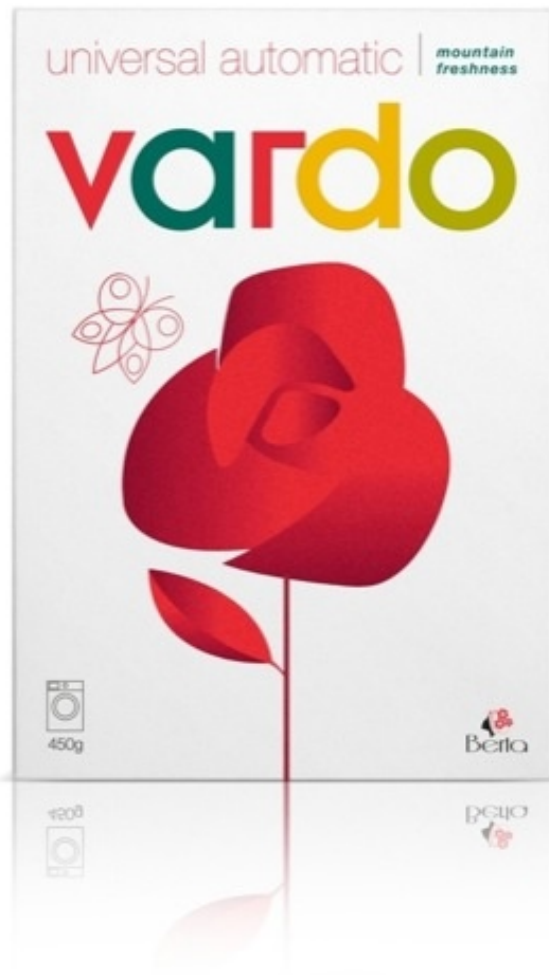


Studio h creates branding for Georgian detergents

Emily Gosling

Studio h has designed the branding and packaging for Georgian detergent brands Brio and Vardo, the first detergent products to be manufactured in the country.

The consultancy was appointed to the project in June without a pitch having been approached by the client, Berta.



Nicky Hall, Studio h partner, says, 'They very much wanted to create a brand initially for the Georgian market but with a view to selling it to neighbouring countries. They want to be a local brand rather than a global brand - it's a wonderful brief as we didn't have to match it to any other category.'

The branding for Vardo uses a rose, Georgia's national flower. Brio's circular illustration aims to reflect the mountains and trees of Georgia's landscape, while the colour palette references the natural hues of the Southern Black Sea region', according to Studio h.



Rob Hall, Studio h creative director, says, 'It was important the brand identity and packaging design reflected the Georgian provenance and at the same time competed on shelf with the large global detergent brands.

'So we stood aside from the industry norms and concentrated on using symbolic imagery to create an emotional link to Georgian culture.'

The products are initially being launched in Georgia and Azerbaijan, before rolling out to other neighbouring countries. Designs for subsequent ranges will launch in the new year.

Fonte: Design Week online, 13 Dec. 2011. Disponível em:
<<http://www.designweek.co.uk>>. Acesso em: 14 Dec. 2011.